



## **Pre- Incubation and Incubation Training for Innovation Ambassadors Program**

**Date: 06-07 March 2020**

### **What is the program all about?**

The objective of this program is to guide and equip faculty to manage pre-incubation and incubations activities within their intuitions like to be able to manage an incubator, identify potential start-ups and support local SME's, fledgling companies and entrepreneurs to accelerate its development. The aim is also to provide support in building business models and plan for new product/service introductions, feasibility studies and new market analysis.

### **Why this program?**

The program has been designed by domain experts to cover the core concepts of incubation based on other successful programs and best incubation practices around the world. This program is structured for 16 sessions which can be conducted over week in a crash format or over two weeks on a more relax manner by applying various learning processes and tools that ensure maximum exposure to leverage their skills in managing an incubator.

### **Who are we looking for?**

Target audience is existing faculty and staff from intuitions.

### **Program Structure:**

- The sessions are designed to bring out the best in each individual by identifying their key strengths and key areas of development.
- Through this intensive program candidates would have gained the skills, knowledge and confidence to manage the incubator better.
- The program will facilitate them to build the foundation and create the right atmosphere for them to move forward in their incubation journey.

### **Program Content: (Each Session 45 minutes) – 2 days**

#### **Outline**

#### **Session 1: Handle Financials of the incubator - Muthu Singaram**

This is essentially the most important aspect of running an incubator, as incubation is a cost centre and efficient financial management is required for proper functioning of the incubator. Here the focus is on how to plan record, monitor and analyze the financials by setting a process in place.



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Just like a good management team an incubator needs good administrative support that would ensure smooth running of the incubator. The key focus of this session is to define how the infrastructure and incubator facilities would be administered.

### **Session 2: Hiring people for the incubator and Administration – Muthu Singaram**

In this session the hiring process of the incubation staff is explored. Along with setting a system for recruitment, aspects like formulation of contracts, compensation of employees, employee designation and skill set requisites for selection is also discussed.

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### **Session 3: Setting standard operations procedure – Muthu Singaram**

Here the focus is to learn to build each process and formulate a SOP to establish how the incubator would be organised and operated in line with its structure and objective. This session also outlines how to implement a systematic process for planning, monitoring and reviewing the incubation outcome.

### **Session 4: Lean canvas for an Incubator – Muthu Singaram**

All good incubators must have a lean canvas .In this session a lean anvas would be build for incubators

### **Session 5: Planning an Incubator - Gaurav Kapoor**

Primary focus of this session is to unravel the basic concept and the strategic objective of an incubator and furthermore define what an incubator will provide in terms of resources, funds, sector, location and outcome. They also learn how to prepare a feasibility study based on the initial motive of the incubator and certain other specifications like market, infrastructure, capacity, facilities, services and financials

The aim of this session is to impart knowledge on how to run pre-incubation programs and select good incubates in line with the incubator's objective. This session's focus is also to study the entrepreneurial mind-set and recognize the fundamental support required in developing a business idea, business model and business plan to embark on a start-up.

Here the focus is to learn how to select incubates from the pre-incubation programs conducted. A set of metrics is developed for each incubator to select incubates based on their performance, team foundation, degree of innovation, feasibility and various other parameters. The idea is



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also to devise a method to assess the selected company's contribution that reflects the incubator's performance.

After the incubation period of 6 to 18 months, incubates should graduate to the next level. This session covers the factors to be considered in formulation of graduation policy and procedure for incubate.

### **Session 6: Setting up education programs - Gaurav Kapoor**

All good incubators must conduct and manage education program to ensure learning and success. This requires them to identify, cultivate and solicit support for incubation and lead entrepreneurial education program. Thus, in this session how to design and conduct programs for incubation would be developed into.

### **Session 7: Funding an Incubator - Gaurav Kapoor**

Here the focus is to explore the various types of funding available and identify the various entities that provide financing for the development of an incubator. The process and procedure to obtain the funds is also discussed in this session eg CSR, government grants and other venues.

### **Session 8: Setting up a mentoring program – Gaurav Kapoor**

All good incubators must focus on both building a good business and a good network of technical mentors to help the incubators. In this session how to design and implement a mentoring program and other networking programs would be explored.

### **Session 9: Required Services - Ramjee Pallela**

A good incubator must provide all necessary services depending on the stage of development, so here the focus is to facilitate identification of various services and networking to be provided to run an incubator. Classifying and categorising the essential services based on structure and type of incubation.

### **Session 10: Type of Infrastructure and Facilities Required - Ramjee Pallela**

Once the first five objectives are addressed, the next step is to rummage around for infrastructure facilities and choose an appropriate locality to run the incubator successfully. In this session, the principle idea is to describe the parameters that would assist you in choosing the right infrastructure. Also how to use minimal new infrastructure to get stayed.

### **Session 11: Managing an Incubator - Ramjee Pallela**



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In order for an incubator to run smoothly it will need a fine management team to handle the day to day activities of the incubator. So here the focus is on how the managers would manage the incubators bearing in mind the challenges faced in daily operations of an incubator.

### **Session 12: Promoting an Incubator - Ramjee Pallela**

Here the focus is to build a marketing plan for the incubator; just like any business an incubator also requires a marketing plan to promote its services. Using marketing tools and techniques, a marketing plan is devised to attract the public it intends to reach.

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